



**S P H I N X**  

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**A W A R D S**

**RADIO CRISTAL**

***Deadline: April 24<sup>th</sup> 2017***

***JUDGING: MAY 9<sup>TH</sup>-10<sup>TH</sup> 2017***  
***AWARDS CEREMONY: MAY 11<sup>TH</sup> 2017 – MARRAKESH, MOROCCO***

***Registration: [www.cristal-events.com/register/](http://www.cristal-events.com/register/)***

***[www.menacristalfestival.com](http://www.menacristalfestival.com)***

# WHY PARTICIPATE ?

- 1. Estimate your creative and innovative level locally and regionally*
- 2. Take the opportunity to challenge your team*
- 3. Have the chance to be seen by the advertisers, members of the Grand Jury*
- 4. Develop business opportunities with advertisers*
- 5. Give visibility to your agency and your brands*
- 6. Tackle your work against competitors*
- 7. Get inspiration from local specificities*
- 8. Identify creative or innovative tendencies in the industry*
- 9. Integrate the most prestigious rankings in the world*
- 10. Motivate your team by participating in the juries, attending the festival...*
- 11. Prefigure the future international awards*

## THE CONTEXT

The objective of the Sphinx Awards, organized by Cristal Events, is to celebrate the best of advertising creativity and communications over Egypt.

## PURPOSE

- Encourage the creativity,
- Award the best campaigns every year,
- Promote agencies' creativity and innovations,
- Give access to regional competitions.

## THE JURY

- The Jury is made of local creative directors and managing directors of the best Egyptian and international agencies
- Members of the Jury can't vote for their own campaigns.

## JUDGING CRITERIAS

1. The creative idea
2. Quality of execution

## ELIGIBILITY

- The competition is open to all advertising and communication agencies, production companies and advertisers of Egypt. All submitted entries released to the public between **January 1<sup>st</sup> 2016** and **January 15<sup>th</sup> 2017** are eligible to compete in the Sphinx Awards.

- Only one part has to submit an entry. Thus, the agency, production company and advertiser have to agree in advance. If the same entry is submitted twice, only the first entry will be accepted.

- All entries must have been made for a real client. The client must have paid for all or the majority of the entered submission (except for charity/public interest).

- The organization may contact the advertiser related to any submission at the request of the jury at any time during the judging process in order to ask questions about the campaign.

## CATEGORIES

### A. Product Categories

1. Food / Drink
2. Automotive / Motorbike
3. Insurance / Banking / Financial service
4. Telecommunications
5. NGO / Great cause / Charity/Public Interest
6. Leisure / Entertainment / Sport / Tourism / Transport
7. Retail store (supermarket, fast food, department store...)
8. Home (Furnishing, decoration, cleaning, equipment)
9. Clothing / Accessories / Textile
10. Electronic product (television, mobile phones, DVD, CD and MP3 players, cameras...)
11. Beauty / Hygiene / Health (cosmetics, make-up, shampoo, medicine...)
12. Miscellaneous (tobacco, pet food...)

### B. Special category

Egyptian Culture (original ideas through cultural specificities)

## **ENTRY REQUIREMENTS**

Radio spots have to be uploaded online at [www.cristal-events.com/register/africancristal](http://www.cristal-events.com/register/africancristal) Format: mp3 or .mov H264 1080p (1920x1080) file (indicate the length) – no logo of the agency is permitted! Entries should be submitted in English or in a version with English subtitles (mandatory). Only information mentioned on the registration form will be used. Therefore, it is very important that the form is properly and fully completed. The information will be published in the festival's communication material: catalogue, press, website etc... The material uploaded by participants will be screened to the jury at the judging sessions and at the Award ceremony. Please make sure the quality is adapted to the festival's requested standards.

## **AWARDS**

Several "Cristals" will be distributed:

1. The "Radio Grand Cristal"
2. A "Cristal" per category (equivalent of gold)
3. Sapphires (equivalent of silver)
4. Emeralds (equivalent of bronze)

**By entering Egyptian Sphinx Awards you automatically compete in MENA Cristal Festival and African Cristal Festival without additional fees.**

## VALIDATION & PAYMENT

### Administration fees

**\$95 exc. VAT** (to be paid once by the company)

### Registration fees

**\$135 exc. VAT** for each submission

### Means of payment:

- You can pay by **credit card** (CB/Visa/MasterCard/American Express) online:

[www.cristal-events.com/register/](http://www.cristal-events.com/register/)

- You can also pay by **bank transfer**:

**Account name: Cristal Events – 4bis rue de la Pyramide – 92100 Boulogne - France**

**Bank: BNP Paribas – 15, rue Gabriel Péri – 92320 Châtillon - France**

**IBAN: FR76 3000 4000 4900 0100 7976 371**

**BIC: BNPAFRPPXXX**

- Entries cannot be cancelled or removed from the Festival in any way after **January 16th**

- You should pay all costs or your entries will be turned down

- Bank fees are at the agency, production company, advertisers' charge

- All registrations made until the end of the process (validation to payment) will be considered as due and the agency will receive an invoice corresponding to the finalized entries

- Once the order validated, each modification (credits, category...) will generate additional costs.

- Trophies to be delivered (UPS, DHL...) will be at the agency's charge.

## REGISTRATION TERMS

**The entries will be accepted if the following is completed:**

Validation of the entry form

Validation of the requested elements

Reception of the administration and entry fees

Please send a bank transfer proof of payment

## CONTACTS

### Juries & Award Ceremony

**Julien MORALES**

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### Award Coordinator

**Anna AVERKIEVA**

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Email: [anna@cristal-events.com](mailto:anna@cristal-events.com)

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